



**ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP**

BUSINESS PLAN



MISS GURLZ ENTERPRISE

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EXECUTIVE SUMMARY

The business being run is named Miss Gurlz Enterprise which consists of five members which is General Manager, Marketing Manager, Operation Manager, Administrative Manager and Financial Manager. We share cash contribution with the amount of RM40,222 and fixed assets of RM7,643.81 within us which cost RM8,044.40 per person for cash and different kind of fixed assets. Miss Gurlz Enterprise is a mango jam business which is located at Jalan Budiman 3/1, Taman Putra Budiman, Balakong 43200 Seri Kembangan, Selangor Darul Ehsan. Our mango jam is suitable to serve with any occasion and selling with affordable price which is RM15 per jar of 250 gram and for our sales collection in each month, it is RM406,986.88. Furthermore, our bill of materials shows that the cost for 4 jars of mango jam is RM26.35 for 2 kilograms of jam. Next, all our managers will receive a total of RM30.65 for SOCSO equally. In contrast, for EPF contribution, only General Manager will receive RM237 while the others will get RM164 each. Lastly, based on the visual presentation of data for return on sales graph, our value is 72% in the first year and it is decreasing to 63% in the next year which it is not good for us. Because of we just start the business, not everyone directly knows about our brand as our brand just got into the market. In the third year, the percentage then increased to 68% which means that our company is growing more efficiently as people will notice our brand name. Next, the second graph that we referred to is Return on Equity which for the first year, it is amounted 99% and it reduced drastically to 46% on the second year. The reduction value is not good for our business as it's mean that we are reducing our profit generation and need to increase the amount of our equity. This might happen as we need to contribute a huge amount of capital as we didn't have any sales or stocks for the first year. For the next year, the percentage then still decreasing to 35% as our debt started to increase. This causes our equity to shrink because the value of our debt is larger than the equity. The last graph that we referred to is Debt to Equity Ratio. The first year of the operation, the ratio is 0.1 which is a sign where our business is healthy. Then, for the second year, it then decreased to 0.0 which shows a greater result which means that we already generate some profit to repay back the amount of debt. Lastly, the value then remains 0.0 but still decreasing as we can recompense more to the lender. Based on these three graphs, we believe that our business is suitable to venture as we are generating adequate number of sales which later on, we can pay back our debt off. Even though the return on equity graph shows that our debt become bigger, we still can overcome it as we are still making money for the third year.

1.1 PURPOSE OF BUSINESS PLAN

1. To allocate business resources in term of raw materials, financial, manpower and information effectively. It will also help us to avoid financial problems and a lot of wastage in the future.
2. As a strong guideline for us to manage our business effectively and efficiently. We can minimize mistakes and skirt the problem when making any decision as we already know what the best option for our business based on our goals.

1.3 VISION AND MISION

Company Vision: To become more recognizable within Malaysian people with our own products.

Company Mission: To present our products by using only high-quality ingredients and sell it with a reasonable price.

1.4 OBJECTIVES

1. To increase our target sales to RM450,000 by the first year of our operation.
2. To achieve the customer rate by 4.0 stars on Shopee by the end of every month.
3. To increase mango jam production by 5% during weekend on the second year and third year of operation.
4. To increase mango jam production by 10% during public holiday for the second year and third year of operation.
5. To give 5% bonus to our employees every time we reached our target sales every month to boost their motivation.
6. To produce 11 hours working per day for each employee.
7. To improve our inventory turnover to seven turns for the second year and nine turns for the third year.
8. To have a positive increasing value for the return on sales graph for the second and third year.